Amendment – 09/759,103
Response to Final Office action mailed June 22, 2004

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (currently amended) A method of providing a user with a game of chance, the method comprising the steps of:

receiving electronic signals representing search parameters descriptive of a product or service;

transmitting electronic signals representing dealers in the product or service and associated prices;

providing the user with an option to play a game to win a selected product or service without first making any payment;

electronically calculating a probability of winning the selected product or service if by the user opts to play the game;

electronically generating a pseudo-random outcome having a probability corresponding to the calculated probability of winning; and

based on the in response to a winning pseudo-random outcome, purchasing the selected product or service for the user.;

wherein the user is permitted to play the game and win the selected product or service without paying a fee.

2. (currently amended) The method of claim 1, wherein the probability of winning on successive plays of the game increases is calculated so as to increase with the value derived from the user's interaction with the system.

3. (currently amended) The method of claim 21, wherein the pseudo-random outcome is indicated by displaying a user-chosen number and a comparison number, such that a winning outcome is indicated by displaying a comparison number that matches the user-chosen number, and a losing outcome is indicated by displaying a comparison number that does not match the user-chosen number.

-3-

4.   (currently amended) The method of claim 3, wherein an increased probability of winning on successive plays of the game is indicated by displaying a comparison number having at least one digit matching the corresponding at least one digit of the user-selected number.

5.   (previously presented) The method of claim 3, wherein the probability of winning is different than one divided by ten raised to the power of the number of digits in the comparison number.

6.   (previously presented) The method of claim 1, comprising providing the user with an opportunity to increase the chances of winning by performing a task for which a third party provides compensation.

7.   (previously presented) The method of claim 1, comprising calculating a probability of winning based on at least a current budget.

8.   (previously presented) The method of claim 1, comprising calculating a probability P of winning based on a total number of game players.

9.   (previously presented) The method of claim 1, comprising calculating a probability P of winning based on:

$$P = \frac{P_a * P_t * P_m}{N} + P_u$$

where:

P_a is a probability factor that varies with the cost of the selected product in relation to the total cost of all products available;

P_t is a probability factor that varies with a current prize budget;

-4-

P_m is a probability factor that varies with a ratio of the current prize budget to a total amount of funds received;

P_u is probability factor that varies with the user's behavior; and

N is a number of current users.

10.   (currently amended) A method of providing a user with a game of chance, the method comprising:

receiving electronic signals representing at least one search parameter descriptive of a product;

transmitting electronic signals representing at a least one product, a price of the product and a third-party dealer of the product;

transmitting electronic signals representing at least a first option for the user to play a game to win the product without first making any payment, and a second option to purchase the product;

if the user ~~opts~~ chooses to play the game:

electronically calculating a probability of winning the product by the user;

electronically generating a pseudo-random outcome ~~having a probability~~ corresponding to the calculated probability of winning; and

~~based on the~~ in response to a winning pseudo-random outcome, purchasing the product for the user; and

if the user ~~opts~~ chooses to purchase the product instead of playing the game:

directing the user to a web site which sells the product. ~~where the product may be purchased;~~

~~wherein the user is permitted to play the game and win the product without paying a fee.~~

11.   (currently amended) The method of claim 10, comprising providing the user with an opportunity to increase the chances of winning on successive plays of the game by performing a task for which a third party provides compensation.

-5-

WASHINGTON 126034v1

PAGE 10/21 * RCVD AT 10/5/2004 3:38:03 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-1/2 * DNIS:8729306 * CSID:7039182265 * DURATION (mm-ss):07-16

12.   (previously presented) The method of claim 10, comprising calculating a probability of winning based on at least a current budget.

13.   (previously presented) The method of claim 10, comprising calculating a probability P of winning based on a total number of game players.

14.   (previously presented) The method of claim 10, comprising calculating a probability P of winning based on:

$$P = \frac{P_a * P_t * P_m}{N} + P_u$$

where:

P_a is a probability factor that varies with the cost of the selected product in relation to the total cost of all products available;

P_t is a probability factor that varies with a current prize budget;

P_m is a probability factor that varies with a ratio of the current prize budget to a total amount of funds received;

P_u is probability factor that varies with the user's behavior; and

N is a number of current users.

15.   (currently amended) A method of providing a user with a game of chance, the method comprising:

receiving electronic signals representing at least one search parameter descriptive of a product;

transmitting electronic signals representing a plurality of different dealers and associated prices charged by each of said different dealers for products identified in response to said at least one search parameter;

-6-

Amendment – 09/759,103
Response to Final Office action mailed June 22, 2004

transmitting electronic signals representing an option to play a game to win a selected one of said products <u>without first making any payment</u>; and

if the user ~~opts~~ <u>chooses</u> to play the game:

electronically calculating a probability of winning said selected one product <u>by the user</u>;

electronically generating a pseudo-random outcome ~~having a probability~~ corresponding to the calculated probability <u>of winning</u>; and

~~based on the~~ <u>in response to a winning</u> pseudo-random outcome, purchasing said selected one product from a corresponding dealer for the user~~;~~ ~~wherein the user is permitted to play the game and win said selected one product without paying a fee.~~

16. (currently amended) The method of claim 15, comprising providing the user with an opportunity to increase the chances of winning <u>on successive plays of the game</u> by performing a task for which a third party provides compensation.

17. (previously presented) The method of claim 15, comprising calculating a probability of winning based on at least a current budget.

18. (previously presented) The method of claim 15, comprising calculating a probability P of winning based on a total number of game players.

19. (previously presented) The method of claim 15, comprising calculating a probability P of winning based on:

$$P = \frac{P_a * P_t * P_m}{N} + P_u$$

where:

-7-

WASHINGTON 126034v1

PAGE 12/21 * RCVD AT 10/5/2004 3:38:03 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-1/2 * DNIS:8729306 * CSID:7039182265 * DURATION (mm-ss):07-16

P_a is a probability factor that varies with the cost of the selected product in relation to the total cost of all products available;

P_t is a probability factor that varies with a current prize budget;

P_m is a probability factor that varies with a ratio of the current prize budget to a total amount of funds received;

P_u is probability factor that varies with the user's behavior; and

N is a number of current users.

20.   (new) The method of claim 15, wherein the electronic signals representing the associated prices charged by each of said different dealers, represent the prices charged on said each of said different dealers' own web sites.

21.   (new) A method of providing a user with a game of chance, the method comprising:

receiving electronic signals representing at least one search parameter descriptive of a product;

searching for products matching said at least one search parameter;

transmitting electronic signals representing a plurality of dealers and associated prices charged by each of said dealers for products identified in response to said at least one search parameter, each of the products identified being offered for sale on a corresponding web site of each dealer;

transmitting electronic signals to the user representing an option to play a game to win a selected one of said products without first making any payment; and

if the user chooses to play the game:

electronically calculating a probability of winning said selected one product by the user;

electronically generating a pseudo-random outcome having a probability corresponding to the calculated probability of winning; and

-8-

in response to a winning pseudo-random outcome, purchasing said selected one product from a corresponding dealer for the user.

22.   (new) A method for providing a user an opportunity to win a product or service by playing a game of chance without buying the product or service and without paying a fee to play, comprising the steps of:

enabling the user to submit a search query associated with a type of product or service;

conducting a search in a database for a product or service that satisfies the search query;

presenting a result of the search to the user, including at least one product or service retrieved from the database;

enabling the user to select the product or service that he wants to win;

determining the user's chance of winning the selected product or service;

generating an outcome for each play of the game that corresponds to the user's chance of winning; and

displaying the outcome of the game to the user.

23.   (new) The method for providing a user an opportunity to win a product or service of claim 22 further comprising the step of purchasing the selected product or service for the user if the outcome for the play of the game is a win.

24.   (new) The method for providing a user an opportunity to win a product or service of claim 22 further comprising the step of enabling the user to increase the chance of winning the selected product or service through repeated plays of the game.

25.   (new) The method for providing a user an opportunity to win a product or service of claim 22 wherein the step of determining the user's chance of winning the selected product or service is a function of at least one of a cost of the product or service, a number of other users

-9-

playing to win the product or service concurrently, a current prize budget and an amount of funds received from an advertising sponsor.

26.   (new) The method for providing a user an opportunity to win a product or service of claim 25 wherein the advertising sponsor provides funds for the purchase of the selected product or service as a payment for a display of an advertisement to the user during each play of the game.

27.   (new) The method for providing a user an opportunity to win a product or service of claim 25 wherein the step of determining the user's chance of winning the selected product or service is a function of the user's behavior during repeated plays of the game.

28.   (new) The method for providing a user an opportunity to win a product or service of claim 26 wherein the user's repeated plays of the game generates revenue from the advertising sponsor for a game provider which increases the user's chance of winning the selected product or service.

29.   (new) The method for providing a user an opportunity to win a product or service of claim 22 wherein the game of chance comprises matching a number selected by the user with the number generated as the outcome for each play of the game.

30.   (new) The method for providing a user an opportunity to win a product or service of claim 29 wherein the user can reduce a number of digits that must be matched in order to win the product or service by participating in an online survey for an advertising sponsor.

-10-

WASHINGTON 126034v1